

Message Text

LIMITED OFFICIAL USE

PAGE 01 JOHANN 00738 271541Z

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ACTION AF-06

INFO OCT-01 ISO-00 EB-07 COME-00 CIAE-00 INR-07 NSAE-00

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P 270920Z MAY 75

FM AMCONSUL JOHANNESBURG

TO AMEMBASSY GABORONE PRIORITY

INFO AMEMBASSY PRETORIA

AMCONSUL CAPE TOWN

SECSTATE WASHDC 3915

LIMITED OFFICIAL USE JOHANNESBURG 738

GABORONE FOR AMBASSADOR BOLEN

CAPE TOWN ALSO FOR EMBASSY

E.O. 11652: N/A

TAGS: BTIO, BC

SUBJECT: SOFT DRINK CONCESSION - BOTSWANA

1. REGIONAL MANAGER FOR PEPSI-COLA, SAM DESCH, WILL BE PHONING YOU OR DCM SOMETIME TODAY FROM NAIROBI. DESCH IS WELL AND FAVORABLY KNOWN TO CONSULATE AND TO ME PERSONALLY.

2. IN NEGOTIATIONS WITH GERMAN BREWERY, WHICH BEING ESTABLISHED BOTSWANA, FOR SOFT DRINK CONCESSION, PEPSI APPARENTLY WON OUT OVER COCA COLA (ACCORDING DESCH). HOWEVER, PEPSI HAS HEARD THAT COKE ASKED DEPT OF STATE TO USE ITS GOOD OFFICES AND APPROACH GOB DIRECTLY ON COKE'S BEHALF. PEPSI FEARS THIS MAY CAUSE THEM TO LOSE OUT.
GUTHRIE

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Message Attributes

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Margaret P. Grafeld
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